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PECAN STREET OWNERS ASSOCIATION 2007 Service Plan

INTRODUCTION

The Pecan Street Owners Association (PSOA), a 501(c)(6) organization, was officially formed in 2004. PSOA created a vision & mission and action plan. They successfully received petitions calling for a Public Improvement District (PID) from 59% of parcel owners representing 89% of valuation. Realizing the PID will only raise approximately \$36,000 - \$40,000 annually, the PSOA has secured additional funding for a projected total of \$132,588 for FY 2007 to operate the PID.

During the 2007 fiscal year, the Pecan Street Owners Association will continue with its mission to make the National Register Historic District a source of pride to the Austin community by

- Advocating for the preservation and enhancement of the district's unique historic character
- Creating a vibrant mixed use district so that locals and visitors alike will utilize its diverse offerings
- Making Sixth Street an important economic and cultural asset to the community for today and future generations

SERVICE PLAN

In this document, PSOA's preliminary FY 2007 Service Plan and Budget is outlined. The FY 2006 PID fund budget will total \$132,588 based on estimates of PID monies by the City of Austin. The PID's projected assessment revenues as well as a City of Austin contribution total \$84,714.

PSOA has identified priorities for the 2007 program of work for the District: Appearance and Cleanliness, Physical Improvements, Sustainable Development, Organizational Development, Communications and Marketing, Economic Development, including Business Recruitment, Gateway Enhancement and Tourism Enhancements, Historic Preservation and Accentuation, and Public Safety.

FY 2007 Preliminary Budget

City of Austin/Public Order/Safety	\$19,888	15%
Communications/Membership	\$19,888	15%
Physical Improvements	\$19,888	15%
Marketing/PR/Economic Development/Partnerships	\$33,148	25%
Historic Preservation/Accentuation	\$19,888	15%
Administration	\$19,888	15%
Total	132,588	100%

Program Descriptions

City of Austin/Public Order/Safety - \$19,888 or 15%

The E Sixth Street PID will continue to work directly with the City to identify and express the issues and barriers facing E Sixth Street. A working plan will be created with ways to solve/mitigate issues. The E Sixth Street PID will also work directly with the DAA, the APD and others to address the issues of public safety, order and evening management of the street.

Communications/Membership - \$19,888 or 15%

Maintain and enhance database and management system of property information. Promote and implement public membership opportunities. Execute effective communications to members, stakeholders and others through newsletters, Web site, email, phone, fax and mail.

Physical Improvements - \$19,888 or 15%

Create a strategy and a plan for physical improvements in the district such as signage, sidewalks, gateways, etc.

Marketing/PR/Economic Development/Partnerships - \$33,148 or 25%

Develop relationship with real estate broker and developer community. Provide educational opportunities and expansion options for existing tenants. Continue to implement the strategies of the Self-Sufficiency Plan. Keep on strategic partnerships with private sector for promotional and funding opportunities.

Historic Preservation/Accentuation - \$19,888 or 15%

Create a strong working group to develop this area from the historic preservation community, tourism, the museum, art groups, etc. Develop and execute programs and marketing efforts about Historic E Sixth Street with strategic partners and sponsors.

Administration - \$19,888 or 15%

Program expenses include overhead charges allocated in proportion to staff time.

SUMMARY

The PSOA E Sixth Street Public Improvement District is a professionally managed area of downtown Austin that continues to face a myriad of challenges in many similar entertainment districts. The area is well branded and with the focused effort proposed in this service plan, E Sixth Street will be on track to realizing the vision of a vibrant mixed-use district that is a joy to live in and a source of pride for the whole community.

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ORDINANCE NO.

AN ORDINANCE AMENDING THE FISCAL YEAR 2006-2007 ECONOMIC GROWTH AND REDEVELOPMENT SERVICES OFFICE OPERATING BUDGET OF ORDINANCE NO. 20060911-001 TO APPROPRIATE FUNDS.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

PART 1. The Council amends the Fiscal Year 2006-2007 Economic Growth and Redevelopment Services Office Operating Budget Special Revenue Fund of Ordinance No 20060911-001 to adopt an East Sixth Street Public Improvement District Budget with a Beginning Balance of \$17,763, Revenue of \$86,588, and Requirements of \$82,588

PART 2. This ordinance takes effect on _____, 2006

PASSED AND APPROVED

_____, 2006
Will Wynn
Mayor

APPROVED: _____ **ATTEST:** _____
David Allan Smith
City Attorney
Shirley A Gentry
City Clerk